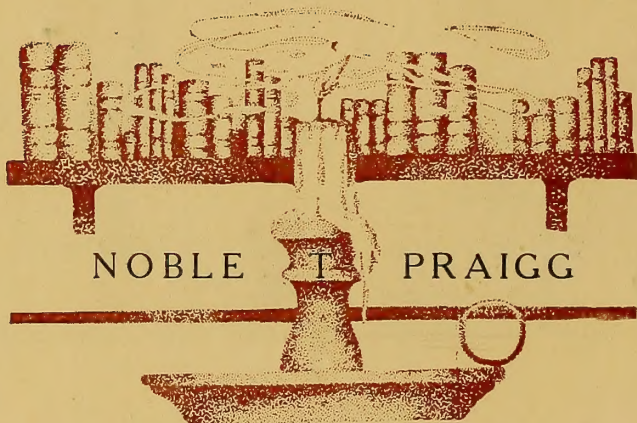


How ENGLAND  
raised an Army of  
FIVE MILLION  
MEN  
and floated her big  
War Loans



E x L i b r i s




NOBLE T. PRAIGG

**Q** HEE hoe dothe thys boke borowe,  
An yte dothe ne' brynge backe:  
Certys, shal hee have sorowe,  
An comferte shal hee lacke."

RB 303,485



Library  
of the  
University of Toronto



SIR HEDLEY LE BAS was  
awarded his Knight-  
hood for giving the Brit-  
ish Government a really  
marvellous exposition of  
the art of Modern Ad-  
vertising. Here is the  
story of the greatest  
Business Achievement  
of all time, and of the  
Advertising Methods  
which the British  
Government found so  
wonderfully successful.

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THE CANADIAN POSTER COMPANY  
MONTREAL & HAMILTON



# HOW ENGLAND RAISED AN ARMY OF FIVE MILLION MEN AND FLOATED HER BIG WAR LOANS

THIS BOOK IS PUBLISHED FOR THOSE INTERESTED IN THE  
WAYS AND MEANS OF TRANSACTING BUSINESS ON A LARGE  
SCALE FOR A NATION, MANUFACTURER OR MERCHANT



COMPILED AND EDITED BY H. A. WILLIAMS,  
MANAGER, THE CANADIAN POSTER COMPANY



# TAKE UP THE SWORD OF JUSTICE





## HOW ENGLAND RAISED AN ARMY OF FIVE MILLION MEN AND FLOATED HER BIG WAR LOANS



WHEN the British Government set about the task of raising an Army of five million soldiers and a gigantic war fund, it faced the most colossal task that had ever been conceived. The immensity of the task was staggering. Conceive the circumstances in which it was undertaken. Into the breach in the defences of Europe opened by the belching guns of Germany's trained millions, Britain had fewer men to go than Canada now has at the front. It is almost impossible, in these more hopeful days, to repicture what was, for those who understood, the gigantic finality of the first German strides.

Britain was called upon to organize men and materials in frantic haste to stay the march of her mighty and insolent foe, and while holding back that foe she had to accomplish in the course of a few months more than Germany had taken half-a-century to accomplish.

Russia, terrible in her potential strength, called up her millions, but they had to be armed. France, better prepared, had a splendid fighting army, but all her reserves of raw material were taken from her at one fell swoop when Germany captured her coal and iron mines.

To Britain fell the task of mobilizing the wealth that was to enable her Allies to arm themselves and bear their part. To Britain fell the task of supplying the coal and iron and steel for the vast munition factories of France. To Britain



# WHO'S ABSENT?



*Is it you?*

© 1915 BY THE NATIONAL ARMS AND AMMUNITION BOARD, LONDON. POSTED NO. 128.

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fell the task of turning her whole able-bodied manhood into trained legions of fighters and of arming them with guns and materials against which even the mighty armaments of Germany would be unavailing.

And while carrying out this mighty task, Britain had to fight to the very death with such forces as could hurriedly be mobilized and flung into the breach.

Two short years, and what a change! In that brief space the German monster, the "great blonde beast" of her own prediction, had been caught as it were in a rat-trap and held snarling and fighting and breathing out threats of fire and slaughter against all mankind. Careless, easy-going Britain had been transformed into a mighty military power, armed as no other nation was ever armed.

Looked at merely as a business enterprise, the thing is unbelievable. Yet it has happened. Generations yet unborn will read with wonder the story of this colossal achievement accomplished in the short space of two years.

How was this vast enterprise brought to such wonderful fruition?

Thanks to the late Lord Kitchener, the inner War Council of the Allies sensed from the first the vast effort that would be required of them, and they began at once to lay the broad and comprehensive foundations upon which the mightiest arch of the colossal Business Edifice of War was to be upreared.

The first essential was to educate the nation to the sacrifices that would be required of them.

This the Government did by shaking itself free from the hoary methods of tradition, and adopting on a national scale the methods of the great Business Architects of the Twentieth Century.



**LEND YOUR  
FIVE SHILLINGS  
TO YOUR COUNTRY  
AND**



**CRUSH  
THE GERMANS**



Thus at the very outset the Government called in the services of one of the ablest Advertising Experts that the country possessed—a man named Hedley Le Bas, the head of a large publishing house in London. To him was entrusted the task of educating the nation to the needs of the hour.

It is curious to note, by the way, that his selection came quite by accident. In the fall of 1913, the Secretary of State for War was Colonel Seely. On the golf links one day Colonel Seely mentioned the recruiting difficulty to Mr. Le Bas, who was a political associate and an old army man like himself. Mr. Le Bas told the Secretary for War that the way to get recruits was to advertise for them, but to advertise on modern lines.

The outcome was that Mr. Le Bas was asked by the War Office to show them what Modern Advertising meant. He immediately drew up a series of posters and other advertisements that made the permanent officials of the staid old War Office gasp.

From time immemorial the War Office had made use of posters, but these posters merely contained some announcement couched in legal language, and printed in dead-looking type surmounted by the Royal Arms. The Government had also advertised in the newspapers, couching their announcements in long-winded legal persiflage, the style of which represented the legal accretions of ages.

Mr. Le Bas swept all this aside, and gave the War Office ideas for posters with a punch, a heart-throb, and a clutch at the throat.

As we have said, the permanent officials gasped, but Colonel Seely decided to try Modern Advertising, and the posters and advertisements suggested by Mr. Hedley Le Bas







soon brought in all the needed recruits, and at a cost of only 57 per cent of the old method of advertising.

This was at the time when there was no thought of war. When hostilities began, and men were wanted, not in thousands or hundreds of thousands, but in millions, the War Office remembered what had happened before, and sent for its old adviser,

Then began such a campaign of Poster Advertising as the United Kingdom had never seen.

Some of the finest Poster Artists in the country were enlisted in the work, and they turned out a continuous series of pictorial messages that converted outdoor Britain into one vast educational institution.

You could not escape the posters—they were too clever to be passed by. You could not ignore their message—the terse, pithy sentences they bore went straight to the heart.

That this modern style of advertising did the work is attested by the astonishing results. As each successive appeal for recruits was made, and driven home by a new set of posters, the recruits came flocking until an army of five millions had been raised.

And the still more wonderful thing is that this was done in the face of the most violent prejudice on the part of the people against universal service. If a vote had been taken of the people at the outset of the war as to whether they approved of universal service, they would have replied with an emphatic "No." The posters carried conviction home to the very hearts of the people that universal service there must be, and universal service came as a result of a national demand.

So much for the Modern Advertising plan that converted a nation to Universal Service, and made England one of the mightiest of military powers.



**LINE UP, BOYS!**



**ENLIST TO-DAY.**



Now as to the raising of the War Loans. When the Right Hon. Reginald McKenna, as Chancellor of the Exchequer, made the public announcement that money had to be raised, not in a few millions, but in five-thousand-million-dollar parcels, Mr. Le Bas rose early and caught the Chancellor at breakfast. Over the ham and eggs he explained the way to humanize a war loan so as to bring in subscriptions from a vast number of people who had not the remotest idea of subscribing to Government war loans.

The plan he laid down was a radical departure from the staid and dignified methods of the Treasury. But Mr. McKenna had the courage to approve the scheme, and Mr. Le Bas started out on a new poster campaign, supplemented by advertisements in the papers, that made the people realize the seriousness of war, the duty of living economically, and the urgent need of financial backing to give the brave men at the front all the help that was humanly possible. "Turn your sovereigns into soldiers," was the idea expressed in one poster. There were many other posters, all driving home some pungent, unanswerable point in connection with the loans.

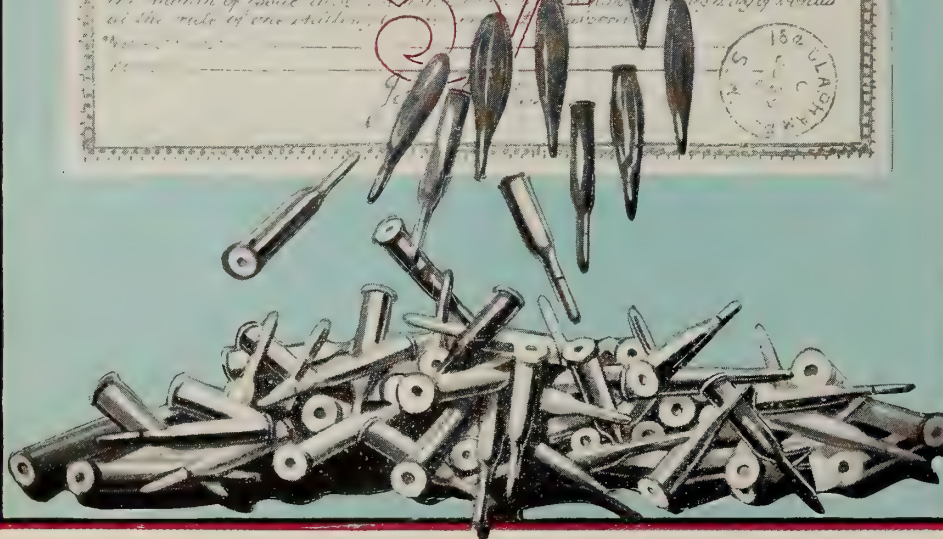
What was the result? In two weeks after the campaign started nearly three thousand million dollars were subscribed, of which seventy-five million dollars came in sums which proved that the subscribers were of the wage-earning class. Since that time colossal sums have been raised, and each successive loan has been successful owing to the appeal of the poster and the other accessories of modern advertising.

Of course there were people who were shocked by these methods of advertising. They considered it beneath the dignity of the great British Government.

The point is, however, that the British Government had



# AT THE POST OFFICE





a great objective, and that it reached that objective by the shortest and swiftest route. It adopted the most approved methods of the most modern business houses and it succeeded. Can anyone discover any loss of dignity? Rather do we see admiration in the fact that the Government had the courage to cut away hoary traditions, and adopt the proved methods of business.

When the British Government embarked on its campaign at the beginning of the war by covering the poster boards of the country with the now famous appeal for recruits, "Your King and Country Need You," Mr. Hedley Le Bas had some very definite ideas as to the psychology of this form of advertising. He went right down to the fundamentals of advertising, and captured the eye, the ear, and the imagination of the people.

Action, swift and widespread, was needed. He knew that the only way to get this was to turn on the heavy gun, the rapid-fire force, of intelligent advertising—and the heavy gun of modern advertising is the poster.

A selection of the actual posters he used, which are reproduced in this book, will give some idea of the effectiveness of the medium he employed. Who among us can look at the John Bull poster on page 6 with that searching question, "Who's absent? Is it you?" without subjecting himself to self-analysis? That poster made Britons probe deep into their consciences.

Who can view the "Take up the Sword of Justice" poster on page 4 without being thrilled with a desire to crush for ever the evil power, guilty of so foul and monstrous a crime? Words could not give so vivid a realization of the Lusitania horror, or so effectively steel men's hearts to avenge it, as is done in a flash by this poster.



**THE KEY TO THE**

**MUNITIONS**

**MEN  
AND**

**MONEY**

**ARE  
YOU**

**HELPING  
TO  
TURN IT ?**



**SITUATION**



Then look at the wonderful message, without a single word of print, that is conveyed by the poster on page 10. What shirker could long endure the scrutiny of his sister or sweetheart face to face with the thought of that picture before him? This poster, with its story, and its biting, acid testing of every beholder, is credited with having saved many thousands from being conscripts.

Arthur Brisbane, one of the most vivid editorial writers of his day, has said that an expressive picture will convey more meaning than 10,000 words. As a demonstration of the truth of this remark, turn to the poster entitled "Lend your five shillings to your country and crush the Germans," on page 8, and to the one "Turn your silver into bullets," on page 14. You can see in these two examples the instant power of the poster to arrest attention and drive home a message.

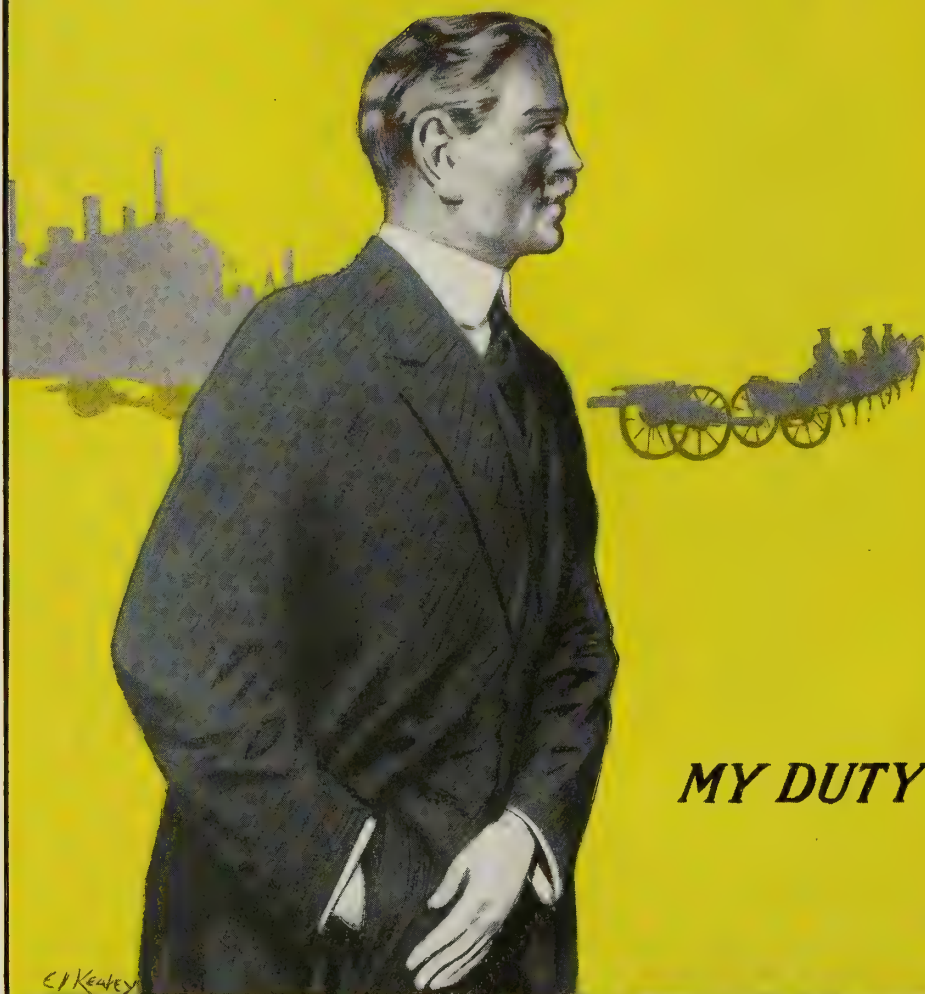
It is because color and form always make the deepest and most permanent mental impressions that Mr. Le Bas chose picture posters as the backbone of his campaign for achieving quick and nation-wide results. These expressive pictures ensured swift and definite understanding, but he was not content with flashing a maximum of soul-stirring appeal in one great broadside of publicity. He kept the big guns of poster advertising pounding away incessantly until there was not a soul in the country who had not been shaken out of indifference.

On the hoardings of Great Britain myriads of posters were displayed. People could not go anywhere without being met, many times each day, with vivid pictures exhorting them to national duties, because "Your King and Country Need You."

Prejudice was battered down, the mentality of the



# BACK THEM UP



*MY DUTY*

C. J. Keatey

## INVEST IN THE WAR LOAN



nation was remoulded, and singleness of thought and purpose were created. Not only did Britain get men in hundreds of thousands flocking to the colors—she obtained the whole of the able-bodied manhood of the country, for those who did not come in voluntarily were brought in by compulsion, under laws passed at the demand of the awakened public. And just as the men came, so did the money. It has flowed into the public treasury in a regular Niagara cataract.

Such was the achievement of the greatest advertising campaign the world has ever seen. As an appreciation of the success of the campaign, the King, at the request of the British Government, has been pleased to confer a knighthood on Mr. Le Bas, the man who conceived the poster campaign and brought it to such a triumphant success.

Thus the poster has the hallmark of approval of the highest authority in the Empire. It has been tried and proven in the greatest test ever put on advertising.

There is a wealth of meaning in this for every business man with a worthy proposition. What the poster did for the British Government, it can do in a corresponding degree for business. Of course, the poster has its limitations, but as the heavy artillery of the advertising world its effectiveness is beyond question. In many cases it will carry most of the advertising load itself; and always it proves a valuable aid in rounding out and driving home messages given in greater detail in press, magazine, and other forms of advertising.

The Canadian Poster Company, of Montreal and Hamilton, is the pioneer Poster Advertising Company in Canada. We have carried out many big poster campaigns for progressive firms. We are familiar with every phase of the upbuilding





# WAR LOAN

**BACK THE  
EMPIRE  
WITH YOUR  
SAVINGS**

**APPLY FOR  
DETAILS  
AT NEAREST  
POST  
OFFICE.**

**INVEST NOW**



of poster advertising in Canada, and can give a service which for efficiency and completeness is not excelled in any country in the world.

We are official representatives of the Poster Advertising Association of Canada. Our experience, our organization, and our artists are at your command. Whether it be one particular section of the country, the whole of Canada, all or any part of the United States, in which you wish to deliver a vivid message to the buying public, we stand ready to serve you. One of our representatives will gladly talk over any such proposition with you—supply you with samples—give you a scheduled plan—show you exactly how a poster campaign is carried out and what it costs.

Such a consultation implies no obligation whatever on your part.



## THE CANADIAN POSTER COMPANY

*Lewis Building, 17 St. John Street, Montreal, P.Q.,  
and at Hamilton, Ont.*







## A POWERFUL PICTURE CONVEYS A POWERFUL MESSAGE

**B**Y perfection of the art lithography one set of stones or plates will produce ten thousand copies of a wonderful masterpiece, even if the original did cost a million dollars.

Art galleries and rich men's homes hold most of the world's art treasures. Every cultured mind appreciates the value and inspiring influence of a good picture. Why hoard them? Why not give them the widest publicity?

If our art galleries and private collections were constantly in view of all the people; if they met your workpeople day in and day out, would we not have a more progressive, livable world?

If artistic and instructive paintings have a beneficial influence on the nation as well as the individual, why not employ colored-to-life pictures more generally in advertising?

By the service we are equipped to render, true-to-life images of your products may be displayed in the most tempting and inviting environment, on the Poster Art Galleries, in every section of every worth-while town or city in Canada or the United States.

Think of it—more than three and a quarter million Canadians see the Poster boards many times each day, day in and day out throughout the year.

Posters teach pictorially; they are understood at a glance and are read by everybody. Posters make unforgettable impressions; their intensive pithy messages are instantly absorbed.

### *Why not art-gallery your merchandize?*

For artistic, full-of-punch and sales-producing advertising, posters afford one of the most dignified, aggressive and productive mediums of modern publicity. They afford the only means of employing perfect illustration and artistic color contrasts in a big, broad, impressive way.











